

AUSTIN CONVENTION & VISITORS BUREAU

Proposed Budget 2016 - 2017

REVENUE	Original Proposed	Budget Cuts from	Amended Proposed	Amended	Estimated
	FY2017	Original	FY2017	FY2016	FY2016
City Contract - Hotel Occupancy Tax	16,472,944	1,999,211	14,473,733	14,473,733	14,473,733
Private Sector Revenue					
Retail Revenue	1,107,500	-	1,107,500	1,022,000	1,022,000
Publication Sales	20,000	-	20,000	20,000	20,000
Rack Rental	15,000	-	15,000	15,000	15,000
Partnership Revenue	636,500	-	636,500	504,000	504,000
Austin Sports Commission Revenue	118,000	-	118,000	72,500	72,500
Services Billed	256,000	-	256,000	235,000	235,000
Donated Services	415,000	-	415,000	365,000	365,000
Interest Income	600	-	600	300	300
Draw on Reserve Fund for Convention Commitments (PCMA, John Deere, etc.)	2,240,600	-	2,240,600	306,100	306,100
Sub-Total, Private Sector Revenue	4,809,200	-	4,809,200	2,539,900	2,539,900
TOTAL REVENUE	21,282,144	1,999,211	19,282,933	17,013,633	17,013,633

BUDGET BY PROGRAM

Convention Sales & Services ¹	*	8,549,623	189,500	8,360,123	6,549,660	6,549,660
Marketing ²	**	6,123,813	1,000,885	5,122,928	5,646,013	5,646,013
Finance/Administration/IT ³		2,367,554	40,400	2,327,154	1,891,644	1,891,644
Music & Film ⁴		607,399	38,575	568,824	486,509	486,509
Visitor Center ⁵		1,605,755	24,500	1,581,255	1,439,807	1,439,807
Current and Future Convention Commitments ⁶		2,028,000	705,351	1,322,649	1,000,000	1,000,000
TOTAL		21,282,144	1,999,211	19,282,933	17,013,633	17,013,633

CHANGE IN NET ASSETS

	FY2016/17 Percentage Allocation	FY2016/17 Percentage Allocation	FY2015/16 Percentage Allocation
Convention Sales	* 22%	24%	28%
Convention Services	* 13%	15%	6%
Convention Services - Housing	* 1%	2%	2%
Tourism Sales	* 3%	3%	3%
Marketing/Advertising	** 29%	27%	33%
Music & Film	3%	3%	3%
Visitor Center	8%	8%	8%
Finance/Administrative/IT	11%	12%	11%
Current and Future Convention Commitments	10%	7%	6%
	100%	100%	100%

¹ Convention Sales & Services Reductions - Welcome banners, production and installation (\$50,000); Regional Sales Calls (\$12,000); Professional Development (\$10,500); FAMS & Site Visits (\$15,000); Industry Relations (\$10,000); Tradeshows (\$61,000); Research (\$31,000)

² Marketing - Advertising Production/Placement (\$393,000); Heritage Grants (\$200,000); NME Sponsorship (\$300,000); Diversity Brochure, Print and Digital (\$30,000); Soul and Latin CD's (\$15,000); Media/Client Relations (\$16,000); Media FAMS & Site Visits (\$7,750); International Marketing (\$18,500); Trade Shows (\$7,635); Professional Development (\$11,000); Business Development Task Force (\$2,000)

³ Finance/Admin/IT - Professional Development (\$11,800); Hardware (\$15,400); Software (\$5,600); Staff Benefits (\$6,500); Supplies (\$1,100)

⁴ Music & Film - CD Release Event (\$1,200); Special Promotions and Events (\$7,000); SXSW Sponsorship (\$1,500); Musicians for Events (\$13,550), Local and Live (\$8,000); Sundance (\$5,500); Scout Recruitment (\$1,200); Professional Certifications (\$500); Professsional Development (\$125)

⁵ Visitor Center - Staffing, replace FT with PT (\$21,000); Professional Development (\$2,500); Special Promotions (\$1,000)

⁶ Current and Future Convention Commitments - reduce budget for PCMA by \$250,000, commitments to book future conventions by \$455,351